

Sebastian Szuch

Customer Interviews

Customer Hypothesis and Needs

1 – Out of the interviewees, I expect that the ones who are interested in the product have a more managerial mindset than those who are not. (As such, I intend to interview two individuals that work in organizational positions and one that does not)

2 – Because there are already applications similar to ours, the presentation matters much more and should be kept simple

3 – Consumers will appreciate the mobile-first design of the site and will use it primarily on smart devices

Customer Discovery

When choosing who to present the application to, I wanted to consider people from a variety of different career backgrounds. I feel as though I managed to find a nice mix of individuals, which includes an autobody shop owner, a senior lead developer/manager, and a student who plans on entering the management field. I gave each of them a short elevator pitch and presented the site to them on both a phone and a tablet. I let them each give me their thoughts before asking a few questions and getting their constructive criticism.

General Thoughts

Although from different backgrounds, the general consensus and first impressions of the site were similar.

The site itself is basic at this point- but it is easy to use and navigate.

It is clear that the button to add a new comment is usable (although it may work better as a plus sign rather than an 'edit'/pencil icon) however, it is not clear that clicking on an employee's profile picture brings you to their records. It may work better if users can click on the average rating circle as well.

There must be a way to add new customers (this is planned)

The color scheme should be changed (this isn't fully agreed upon however I agree because I would like it to look more professional)

The responsiveness of the site is a big plus

Would you use this site?

- A) No. There is no need to have a site that manages productivity in the automotive industry. (At least not in a repair shop) As long as cars are being repaired, then employees are productive enough- no need to track every individual. Besides, owners may spend entire days without being in the physical building so there would be nothing to enter.

I agree with this idea and thought that it would not be useful to that specific individual. However, it did spark ideas of assigning lower-level managers permission to rate others below them.

- B) Maybe. Before even asking if they would pay for it, they already made it a point that they would not at its current state. Its not a bad idea at all, but there needs to be more to justify using it. Maybe bundle it with additional productivity tools to make a suite of basic applications that all have the basic idea of simplicity and responsiveness. Then, it may be good for mid-sized businesses and organizations.

Again, the response is what I thought it would be. The idea of multiple applications that all follow the same structure and presentation is a great idea though. While it's a lot to take on now, I may come back to this idea after the initial project is finished. Even if I do not make an official site, its still nice practice and may come with some fun challenges.

- C) Yes. They liked how simple the site was and said that it would be nice for performance evaluations. Keeping track of many employees once per day would be too time-consuming, though- especially if they would like to add comments to each. Maybe once at the end of each week.

I had this idea in mind before working on the application and made sure that it was possible to add new ratings however often managers feel comfortable. Comments are optional as well. I feel as though many users will mostly just give '5' ratings out, so it may be efficient if the default selection is at 5, so its easier to rate everyone without having to use the dropdown box every time.

Would you pay for it? How much?

- A) No, there isn't enough value attached to warrant a price tag, let alone the work of opening up the site and entering comments.
- B) No, but if there were more applications it would be worth it to pay a one-time fee or a small subscription fee.
- C) Yes, although it would be annoying to pay monthly when there is such a large emphasis on quarterly and yearly evaluations. A monthly fee would be useless if you do not plan on paying for the whole year.

This is actually somewhat good for the business model. It got me to rethink the monthly fee that I would charge and instead it would make more sense to charge yearly. A quarterly charge would also make sense so we could implement a discount if purchasing a whole year as opposed to quarterly.

Where would you use the site primarily? Mobile, desktop, or something else?

- B) Because everything else for work is on the computer, they would just create a shortcut to the site and open it from their laptop.
- C) They would use it on their phone because it would be faster, and they could enter information from anywhere.

Other thoughts

- A) The site looks appealing and its nice that average ratings are displayed without the need to click on another page.
- B) The app is unfinished but the ideas and concepts behind it are solid and promising.
- C) Everything looks good but the ratings page could use a better design.

The ratings page (when you click on an employee's profile picture) certainly could use some work and I've played around with the design and have some ideas to incorporate soon.